

Sample Questions with Answers

Business & Management - Project Management

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Business & Management

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Question 1:

SEO stands for:

- A) Search Engine Optimization
- B) Search Engine Observation
- C) Search Event Optimization
- D) System Engine Optimization

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

SEO is sometimes also called as:

- A) SEO Model
- B) SEO Copyrighting
- C) SEO Optimizer
- D) Both a and b

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

Which of the following is incorrect about SEO?

- A) It is the art of ranking in the search engines
- B) It is a subset of search engine marketing
- C) It is marketing by understanding how search algorithms work and what human visitors might search
- D) It is to improve the volume and quality of traffic to a web site from search engines

[ANSWER] Answer & Explanation:

No Explanation

Question 4:

What is SEO copywriting?

- A) It is the technique of writing the viewable text on a web page
- B) It is a subset of search engine media
- C) Its objective is to rank highly in the search engines for the targeted search terms
- D) Both a and c

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

Which of the following activities do the search engines perform in order to deliver search results?

- A) Crawling and Indexing
- B) Processing and Calculating relevancy
- C) Retrieving results
- D) All of the above

[ANSWER] Answer & Explanation:

No Explanation

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